

FIGARO, INC. presents

SUSAN HAYWARD

The
true
story of
Barbara
Graham
—whose
murder
trial
shocked
the
world!



UNITED ARTISTS PRESSBOOK

HERE IS SEARING,

**THE
TRUE STORY
THAT BARES THE
WOMAN'S HEART
BEHIND THE
WOMAN'S SIN!**

SHOCKING

ENTERTAINMENT



**"THINGS TO
CHEER:
SUSAN
HAYWARD'S
OSCAR
NOMINATION
PERFORMANCE IN
'I WANT TO LIVE!'".**
— Sidney Skolsky

**A GREAT STAR IN A
MEMORABLE AWARD-CALIBRE
PERFORMANCE!**

BACKED BY

A 4-ANGLE

BLOCKBUSTER

CAMPAIGN!!!



The *real* Barbara Graham and the scene in the picture.

(A Sensational
Campaign Angle...

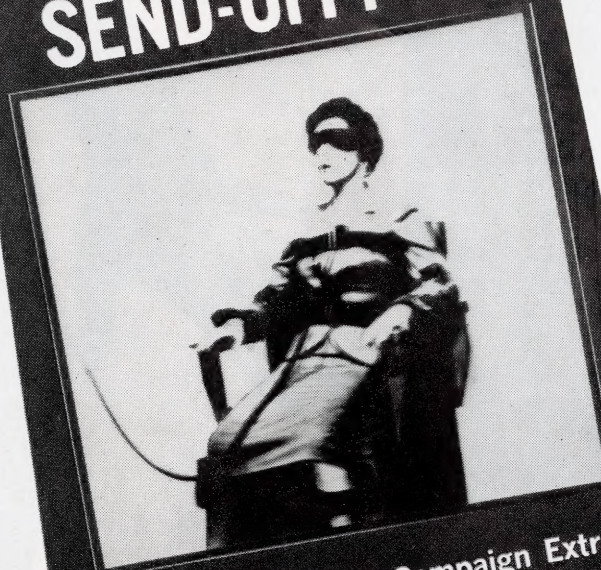
**Set Up
For You
on Page 12)**



**THE JAZZ MUSIC AND THE
JAZZ ARTISTS BRING YOU AN
ENORMOUS NEW AUDIENCE!**

(See The Solid Music Promotion
on Page 4)

**A
SPECIAL
'SHOCK-SELL'
SEND-OFF!**



(This Startling Campaign Extra
on Page 13)

**... And A Mammoth Pre-Premiere Build-Up Sparked
By Personal Appearance Tours In 36 Cities By
Susan Hayward, Producer Walter Wanger And
Pulitzer Prize-Winning Reporter Ed Montgomery!**

THE TRUE STORY OF BARBARA GRAHAM — WHOSE MURDER TRIAL SHOCKED THE WORLD! torn from a woman-body and soul!

...IT BARES THE WOMAN'S HEART BEHIND THE WOMAN'S SIN!



The Parties—
fun, fun, fun!
The switches,
the fixes, the gin
and the guns!

The Men—

she couldn't
remember
if he was
number 3,
4 or 50!



The "Confession"—

the "hot seat" that could
make any girl yield!



The Alibi—

"You got to swear
you took me
to a motel
that night!"



FIGARO, INC. presents

SUSAN HAYWARD

**PULITZER PRIZE-WINNING
CRIME REPORTER TALKS
ABOUT BARBARA GRAHAM!**

"This was the most baffling
case I ever covered. At first, I
felt convinced that Barbara
Graham was guilty of murder
... but now, new facts and evi-
dence have created in my
mind a reasonable
doubt!"

—Ed Montgomery
San Francisco
Examiner



I want to Live!

with Simon Oakland-Virginia Vincent-Theodore Bikel-Wesley Lau-Screen Play by NELSON GIDDING and DON MANKIEWICZ

Directed by ROBERT WISE Produced by WALTER WANGER Released thru UA UNITED ARTISTS

The music from the
sound track is avail-
able on United
Artists Records at
all record shops.

Original Jazz Score by JOHN MANDEL As Played by Gerry Mulligan, Shelly Manne,
Art Farmer, Bud Shank, Red Mitchell and An All-Star Jazz Orchestra

T H E A T R E

6 Cols. x 145 Lines—870 Lines (62 Inches)

Mat 601

ART STILLS

The photographic
art used in this
campaign is tre-
mendously excit-
ing. Each is avail-
able as an 8 x 10
still . . . for en-
largement as need-
ed for false front,
displays and spe-
cial ads.

Order stills by num-
ber from your
National Screen Ex-
change.



IWTL—ART 1



IWTL—ART 2



IWTL—ART 3



IWTL—ART 4



IWTL—ART 5



IWTL—ART 6



IWTL—ART 7



IWTL—ART 8



IWTL—ART 9



IWTL—ART 10



IWTL—ART 11



IWTL—ART 12



IWTL—ART 13



IWTL—ART 14



IWTL—ART 15



IWTL—ART 16



IWTL—ART 17



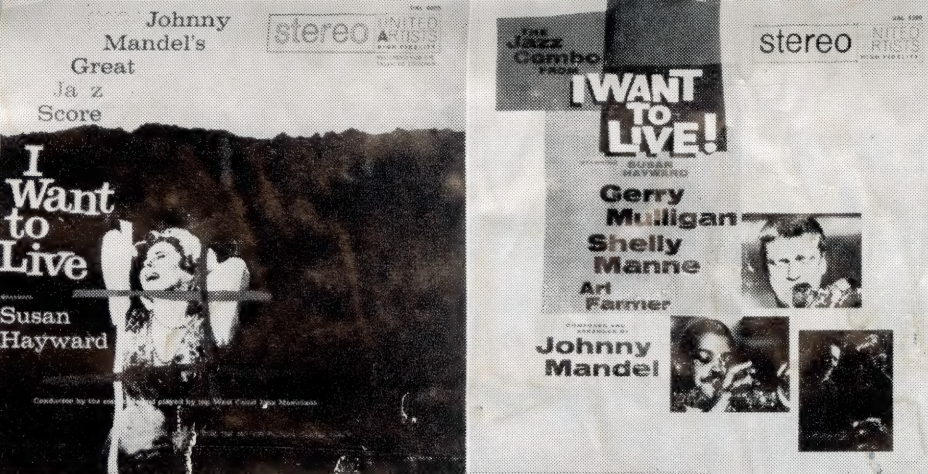
IWTL—ART 18



IWTL—ART 19

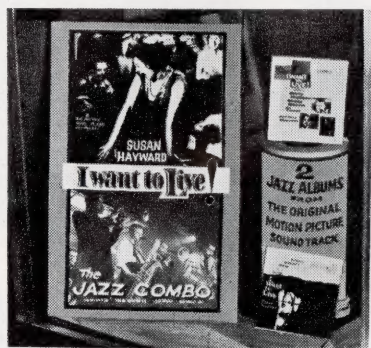


IWTL—ART 20



Easy-To-Make Displays For Record Store Windows and Lobby!

Reprints of the album covers plus regular "I Want to Live!" accessories make possible the kind of window and lobby displays suggested below. These suggestions are merely a starting point for developing coop displays. Use to the fullest all the space and materials available for both movie and albums.



FOR SMALL WINDOWS

FOR LARGE WINDOWS

This set-up includes the 3-sheet and a panel alternating album covers and stills from the picture. Numerous variations are possible. Select appropriate stills from your Exchange Set.

Enlarge the scenes shown here of Susan Hayward and the Jazz Combo, embellished with the actual albums and appropriate stills from the picture. Stills shown are: IWTL-Art-10 and IWTL-225.

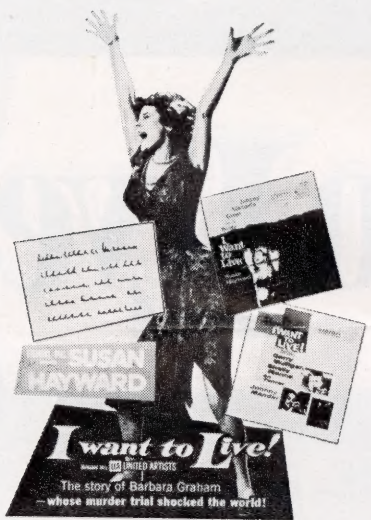


FOR IN-STORE & LOBBY

This standee of Susan Hayward is available in two sizes (see page 8). This exciting photographic standee can easily be adapted for music store floor or window by adding the albums as shown, plus panel of copy.

Extra full color reprints of the album covers available while the supplies last by writing to: Exploitation Dept. United Artists Corp., 729-7th Ave., New York 19, N. Y.

Stills and poster, plus other display items, are available at the local National Screen Exchange.



GIANT MUSIC BALLY FOR 2 GREAT JAZZ ALBUMS!

The music and record stores, together with their community theatres showing "I Want to Live!", are presented here with a mammoth music promotion opportunity based on the two great jazz albums featuring Johnny Mandel's music and Gerry Mulligan's Jazz Group.

The entire score for "I Want to Live!" is in the jazz idiom. It reflects and dramatizes the deep part jazz played in the life of Barbara Graham.

United Artists and United Artists Records have jointly set up this promotion on a tremendous scale. A national saturation promotion by disc jockeys is now cleared on more than 1000 stations. A series of special screenings are being staged in key cities for music critics and columnists. The November 13th issue of Down Beat carries a Gerry Mulligan-"I Want to Live!" cover plus a special 3-page gatefold United Artists Records ad in which a free promotional single is offered to the magazine's readers.

The albums, as reproduced upper left, are "Gerry Mulligan's Jazz Combo From 'I Want to Live!'" (UAL 4006 Mono, UAS 5006 Stereo) and "Johnny Mandel's Great Jazz Score for 'I Want to Live'" (UAL 4005 Mono, UAS 5005 Stereo).

The motion picture theatre ads for "I Want to Live!" each carry a reminder reading: "The music from the sound track is available on United Artists Record at all record shops." This is a powerful plus for all record shops and helps set up the reciprocal, mutually beneficial promotion outlined in detail at left. Exhibitors and record shop operators should arrange to plan a joint campaign starting at least two weeks ahead of playdate and running right through the entire engagement.

Special publicity material for newspapers, music page, local jazz magazines and record shop bulletins is provided at right and below.

"DOWN BEAT" SMASH!

This 3-page ad send-off assures peak interest in both the music and the movie among jazz fans.



WHAT THEATRE AND STORE CAN DO:

1. Promotional singles containing selections from the jazz album are available to theatres at no charge while the supplies last. Write for record to Exploitation Dept., United Artists Corp., 729-7th Ave., New York 19, N. Y.

2. The radio spots available to theatres for the movie promotion each highlight the jazz score. Use these spots in lobby and in record stores interspersed with the playing of the album. Local record dealer may also want to follow the radio spots on the air with his own tandem announcement that the records are available in his shop.

3. Set up a juke box in lobby to play either the regular album (LP) or the promotional single (45 rpm) continuously. Decorate the juke box with stills and album covers.

4. Prepare a snipe locally about 14" x 20" in size on which you paste the album cover and add copy saying "The sound track music from 'I Want to Live!' avail-

able at your favorite record store." Place these snipes on the posters and 40 x 60 displays in and around your theatre.

5. Check with disc jockeys for widest play of the promotional singles before and during your run.

6. Play the single on your house system during show breaks.

7. Arrange with local progressive jazz authority or music critic to give a talk on the various aspects of Jazz with special reference to Gerry Mulligan and Johnny Mandel, using the jazz albums to illustrate. This talk could be part of a local disc jockey program or other musical program.

8. Record store sponsors a progressive jazz concert for teen-agers and jazz groups with the Johnny Mandel music as the central feature.

9. Arrange for cooperating music stores to provide albums as prizes for any contest suggested in this pressbook and which you might work up together.

Jazz Group On 'I Want To Live' Album



Still IWTL 225

A group of the country's greatest progressive jazz musicians play and appear in "I Want To Live!", United Artists release, opening at the Theatre. Shown above starting at left are: Shelly Manne, drums; Art Farmer, trumpet; Gerry Mulligan, sax; Frank Rosolino, trombone and Bud Shank, alto sax. The music played by these men in the film is available on the United Artists Records long-playing album, "The Jazz Combo from 'I Want To Live!'"

Mat 3C

Newspaper Publicity:

Mandel's Modern Jazz Score On LP Album

The musical score for "I Want To Live," the Susan Hayward starrer opening at the Theatre through United Artists release, is not only different in sound, it is different in concept. Never before has a movie score been such an important, integral part of the picture. In "I Want To Live," Susan plays a role based on the life of Barbara Graham, California B-girl whose torrid living led to her controversial trial and execution for murder. Barbara's wild and frenzied life was infiltrated with jazz, the new, progressive jazz that started to find its voice when Barbara was enjoying life to its fullest. And it is that wonderful sound, the music for "I Want To Live," that was composed, arranged and directed by Johnny Mandel.

This fabulous sound track, as played by a big band of top-notch West Coast jazz musicians, and directed by Mandel, is available on a United Artists long-playing album called "Johnny Mandel's Jazz Score from 'I Want To Live.'"

Rated by fellow musicians as one of the most brilliant young composer-arrangers to emerge on the modern scene, Mandel is also a recognized artist on the trombone and bass trumpet. A native New Yorker, he studied at the Manhattan School of Music and Julliard. He played with such noted jazz men as Joe Venuti, Jimmie Dorsey and Alvino Ray. He wrote for Artie Shaw, and arranged for Count Basie, Stan Getz and Chet Baker.

Mandel is more than enthusiastic for the music of "I Want To Live." Just get him started and he'll tell you that "some people have dubbed this music 'anxiety jazz,' but it's more than that. It's jazz to fit every emotion. It's a form with a wonderful future. I'm sure that in France, Italy, Japan, in any country you want to name where motion pictures are shown, they'll recognize and appreciate the all-jazz idiom and demand more.

"And as for the long-playing album I feel that the music has a quality that will always stay fresh. You'll wear out the grooves and your diamond needles, before you'll tire of the boys giving out with the 'I Want Too Live' score."

Gerry Mulligan Heads 'I Want to Live' Combo

Gerry Mulligan has achieved his present acceptance and influence among audiences and musicians throughout the world in several directions simultaneously.

He is respected as the most fluent and personal of all modern baritone saxophonists. He is, moreover, a composer-arranger who has done much to restore lean, multi-linear ensemble playing to jazz.

Mulligan's recordings are among the most consistent sellers in jazz history. He is heard often on concert tours of colleges and major cities—and has appeared on a number of TV jazz programs. He makes his film debut in United Artists' Susan Hayward starrer, "I Want to Live!", due at the Theatre. The sound track of the picture, including his performance, is available on United Artists Records' "The Jazz Combo from 'I Want To Live!'"

Mulligan was born March 6, 1927 in New York City, and raised in Philadelphia. He organized a dance band, and at age 17, he did arrangements for the WCAU house band. It was at this time he met and was encouraged by the late Charles Parker. Eventually Mulligan emigrated to New York where he joined Gene Krupa, and stayed for a year. He left Krupa to become associated with Claude Thornhill, for whom he played and did arrangements. And it was during the Thornhill era that Mulligan joined the influential circle of jazz greats such as Gil Evans, John Lewis, Miles Davis, and Lee Konitz.

After going to the West Coast in 1951, he started a combo with Chico Hamilton on drums and Chet Baker on trumpet. In 1954, with certain replacements, he took the combo to the Jazz Festival in Paris, where they created a fantastic success. "Down Beat," one of the nation's top jazz magazines, voted him winner of its popularity poll of '53-'54, and new star of '53.

Besides being a major factor in opening the way for the current popularity of modern jazz with group expression as well as solo improvisation, Mulligan also brought a rather rare and pungent humor to jazz—in his playing and in his occasional addresses to his audiences.

The music for "I Want To Live!" featured in the United Artists long-playing record album was composed, directed and arranged by Johnny Mandel. Seven of the nation's top jazz men, including Gerry Mulligan, play the score. The others are Shelly Manne, drums; Red Mitchell, bass; Pete Jolly, piano; Frank Rosolino, trombone; Art Farmer, trumpet and Bud Shank, alto sax.

"One Of The Year's Top Dramas! Overwhelming In Its Compulsion And Power!" -VARIETY

THE SEARING AND SHOCKING, TRUE STORY OF BARBARA GRAHAM —WHOSE MURDER TRIAL ROCKED THE WORLD!



You will see and hear it all... the wild gang parties... the wail of the jazz horns... the parade of men... the saddened nights... the jails!

SUSAN HAYWARD

"I want to Live!"



PULITZER
PRIZE-WINNING
CRIME REPORTER TALKS
ABOUT BARBARA GRAHAM!

"This was the most baffling case I ever covered. At first, I felt convinced that Barbara Graham was guilty of murder... but now, new facts and evidence

have created in my mind a reasonable doubt!"

—Ed Montgomery, San Francisco Examiner

with Simon Oakland-Virginia Vincent-Theodore Bikel-Wesley Lau

Screen Play by NELSON GIDDING and DON MANKIEWICZ • Directed by ROBERT WISE • Produced by WALTER WANGER • A FIGARO, INC. Presentation • Released thru UA UNITED ARTISTS

Original Jazz Score by JOHN MANDEL • As Played by Gerry Mulligan, Shelly Manne, Art Farmer, Bud Shank, Red Mitchell and An All-Star Jazz Orchestra

The music from the sound track is available on United Artists Records at all record shops.

T H E A T R E

4 Cols. x 155 Lines—620 Lines (44 Inches)

Mat 401

THIS RECORD ALBUMS PROMOTION SECTION HAS BEEN REPRINTED AND SENT TO 10,000 RECORD STORES ACROSS THE COUNTRY! UA GIVES YOU THIS KIND OF SATURATION TO MAKE SURE YOU MAKE THE MOST OF THIS OUTSTANDING MUSIC MERCHANDISING!

CONTINENTAL CAR COMBINE SPONSORS BIG PRIZE CONTEST!

OFFICIAL ENTRY BLANK

WIN Your Choice of... **ONE OF THESE GREAT CARS**

IMPORTED BY THE CONTINENTAL CAR COMBINE OF NEW YORK

First prize: A choice of one of the three beautiful cars shown above:
The GOGGOMOH SPORTS COUPE 400
The GOGGOMOH SEDAN 400
The SKODA AMERICA-S440 Family Sports Sedan

Second prize: 1 HONDA—The King of Lightweight Scooters

Third and fourth prizes: CONTINENTAL PORTABLES

Fifth to thirty-fifth prizes: UNIVERSAL CORP'S Electric Shaver

Thirty-sixth to forty-third prizes: BALENCIAGA PARFUMS

44th to 144th prizes: LA FORTÉ DES HEURES

SEE! THE NEW STORY TO "I WANT TO LIVE" — THE MURDER THAT SHOOK THE WORLD! — A STORY THE MURDERER DIDN'T WANT TO LIVE!

BUSAN HAYWARD "I Want to Live!"

To enter this contest, simply complete the following statement in 100 words or less:

"I Want to Live" (repeated) So I would like to own an efficient, economical small car like because.....

Name Age

Address

(Complete The Contest Statement On Back Of This Entry Blank)

THIS IS THE ENTRY BLANK!
Actual size: 7½" x 11". Order MAT 4B from National Screen Exchange.

IT IS ALSO FREE 1-SHEET
Exactly as above except "name and address" space omitted. Order from Special Events Dept., United Artists Corp., 729 Seventh Ave., N. Y.

Your patrons can win one of these great cars and other valuable prizes in this simple nationwide contest. There are 144 prizes in all. All they have to do is complete the following sentence in 100 words or less: "I Want To Live" modern—so I would like to own an efficient, economical small car like, because.....

Contest ends June 30, 1959. All details are included on the art shown here, available as a 4-column entry blank and as a 1-sheet poster.

Your part involves only the distribution of the entry blanks in your lobby and any other ways which you find available. Fans complete the sentence, fill in their names and addresses and mail the entry blank to United Artists as indicated on the entry blank. Local Continental Car Combine agencies will cooperate in any way they can such as window displays, display of prizes, etc. In addition to the entry blanks and 1-sheet poster there is a FREE contest trailer available to you. Use the coupon below to get this trailer.

FREE CONTEST TRAILER

It plugs the picture and the contest!

Special Events Dept., United Artists Corp.
729 Seventh Ave., New York 19, N. Y.

Please rush Free "I Want to Live!" contest trailer to:

Theatre

"I Want to Live!" Playdate

I agree to run the Contest Trailer for.....weeks.....days

Signed

PRIZES FOR THEATRE MANAGERS: A set of solid gold cuff links will be awarded for the ten best promotional campaigns involving this Continental Car Combine National Contest! Manager entries must be in before July 30, 1959. Send campaigns to Special Events Dept., United Artists Corp., 729 Seventh Ave., New York 19, N. Y.

Letter-Writing Contest Builds Word-of-Mouth!

Aimed at the female audience this contest with cooperation of a radio disk jockey program proved very successful during the New York run. Listeners to the cooperating radio program were asked to submit letters of 100 words or less stating whether they believed Barbara Graham was guilty or not guilty. Entry blanks were passed out as people entered the theatre. Prizes included a U. S. Saving Bond, United Artists Records Longplay Soundtrack Albums and other promoted prizes. Names of winners were announced from time to time during the show. Cross-plugging in affiliated theatres helped to publicize the contest.

INQUIRING REPORTER

Local newspaper sends out Reporter-photographer who asks people on the street whether they have seen the picture. If the answer is "yes" he asks their opinion as to whether Barbara Graham was guilty or not guilty. Announcement is made that five best answers each day will receive money prizes of one dollar or more. Photos and winning answers published daily.

LOBBY TIMETABLE

Timetable of grim confusion at execution

SAN QUENTIN (AP)—Here is the timetable of the grim, harrowing confusion that attended the execution of Barbara Graham:

9 a.m.—Gov. Knight ordered delay in execution, which had been scheduled for 10 a.m.

10:05 a.m. — Governor telephoned Warden H. O. Teets, telling him to proceed with execution, that State Supreme Court and federal court had refused to intervene. Teets set new execution hour for 10:45.

10:42 a.m.—New petition for writ of habeas corpus filed with State Supreme Court.

10:46 a.m.—Order for new delay arrived from State Supreme Court clerk as Mrs. Graham was about to enter gas chamber.

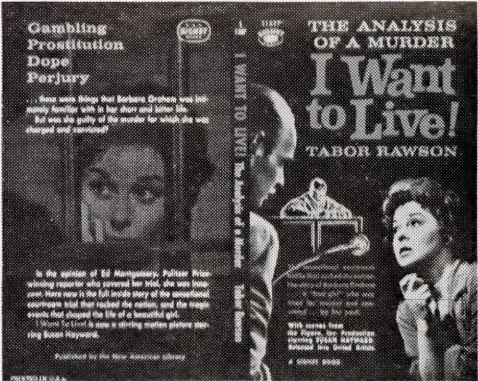
11:12 a.m. — State Supreme Court denied newest petition. New execution hour set for 11:30 a.m.

11:34 a.m.—Mrs. Graham enters gas chamber.

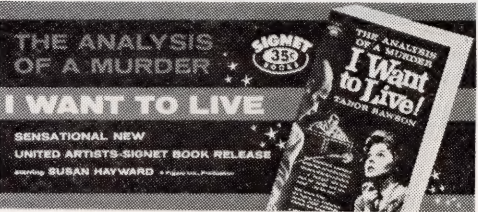
11:42 a.m.—Doctors nod that she is dead.

The clipping reproduced here can be the basis of a sensational "stopper" display near your box-office or in one of your side panels. Do it this way: Mount a large transparent clock-face on stiff board with blowup of this clipping alongside. Hook up a series of flashing lights to the clock and have them flash on and off continuously. On the same circuit with the lights you can hook up a bell which rings simultaneously with the flashing lights. Add this suggested copy: "See Barbara Graham In Her Last Minute Battle For Life in 'I WANT TO LIVE!'—the Murder Trial That Shook the World!"

MASSIVE BOOK PROMOTION



This is the full color cover and back.



WINDOW STREAMER: 17 inches wide and 6 inches deep in two colors.

NOTE: Complete list of Signet Book wholesalers in your area can be obtained by writing direct to Hal Robinson, Independent News Co., 575 Lexington Avenue, New York, N. Y.

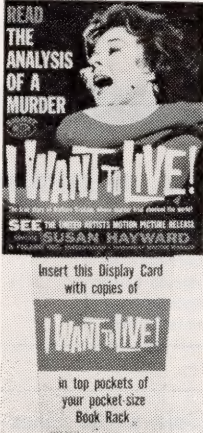
The New American Library, publishers of Signet Books, is blanketing the distribution field with point-of-sale selling aids to make this a super promotion. Previous success with United Artists pictures assure you of fullest cooperation with book dealers, newsstands, chain stores, drug stores and department stores. All Signet Wholesalers have complete information about this tieup and are prepared to go all out in cooperation with your playdate. The illustrated full-color book cover, front and back, carry full credits for the picture.

Be sure to work with local dealers for display of book racks and window streamers, illustrated. Also work with book store and other book dealers for window displays, supplementing the book with scene stills from the picture and suitable tie-in copy and credits.

Wholesalers have been supplied with streamers suitable for use on truck bumpers or side panels. Be sure to make early contact with them so that they can give you fullest cooperation.

There are other showmanship angles outlined in this press book which can be tied in with this book bally. Books as prizes, giant size book street bally and several others tie in effectively.

For additional cooperation in preparing displays write: Special Events Dept., United Artists Corp., 729 Seventh Ave., New York 19, N. Y.



DISPLAY CARD: 14" high, designed to help sell both book and picture. Note insert picture copy in bold lettering and in plain sight.

SAFETY POSTER CAMPAIGN

Suggest to local Safety Council, Police Traffic Dept. and other interested groups that they cooperate with you in posting safety posters based on the title with copy as suggested left.

This poster idea can also be adapted to a sticker which can be pasted on car windows or rear bumpers.

Obey the Lights!
"I WANT TO LIVE"
So please drive with care as I do!
SEE "I WANT TO LIVE" BIJOU NOW!

FREE!

It's True! It's Exciting! It's A Terrific Teaser For TV Or Screen!

UA has prepared a 4½-minute featurette which combines actual newsreel footage of the Barbara Graham trial with matching scenes from the movie. The impact of the scenes keyed to the actual happenings is overwhelming. Make maximum use of this footage in the two ways described below.

AVAILABLE IN TWO FORMS:

TV FEATURETTE:

Prepared in 16mm for showing on any important local TV program covering news, entertainment, discussion, commentary or special events. Order TV Featurette from Exploitation Dep't, United Artists Corp., 729 7th Ave., New York 19, N.Y.

TEASER TRAILER:

Prepared in 35mm for showing on your screen at least two weeks in advance of opening. This is *not* a replacement for the regular trailer. Use this teaser up to one week before opening then show the regular trailer. Teaser trailer is available at no cost at your National Screen Exchange.

**THE
MURDER
TRIAL
THAT
SHOCKED
THE
WORLD...!**



FIGARO, INC. presents

SUSAN HAYWARD

in the true story of
Barbara Graham!

I want to Live!

with
Simon Oakland-Virginia Vincent-Theodore Bikel-Wesley Lau-Screen Play by

NELSON GIDDING and DON MANKIEWICZ Directed by ROBERT WISE

Produced by WALTER WANGER Released thru UA UNITED ARTISTS

Original Jazz Score by JOHN MANDEL - As Played by Gerry Mulligan, Shelly Manne,
Art Farmer, Bud Shank, Red Mitchell and An All-Star Jazz Orchestra

T H E A T R E

The music from the sound track is available
on United Artists Records at all record shops.

2 Cols. x 84 Lines—168 Lines (12 Inches)

Mat 204



**THE
MURDER
TRIAL THAT
SHOCKED THE
WORLD...!**

**PULITZER PRIZE-WINNING
REPORTER TALKS:**

"This was the most baffling case I ever covered. At first, I felt convinced that Barbara Graham was guilty of murder...but now, new facts and evidence have created in my mind a reasonable doubt!"

—Ed Montgomery
San Francisco
Examiner

Original Jazz Score by JOHN MANDEL - As Played by Gerry Mulligan, Shelly Manne, Art Farmer, Bud Shank, Red Mitchell and An All-Star Jazz Orchestra

with
Simon Oakland-Virginia Vincent-Theodore Bikel-Wesley Lau-Screen Play by

NELSON GIDDING and DON MANKIEWICZ

Directed by ROBERT WISE

Produced by WALTER WANGER

Released thru UA UNITED ARTISTS

The music from the sound track is available
on United Artists Records at all record shops.

T H E A T R E

5 Cols. x 112 Lines—560 Lines (40 Inches)

Mat 502

THIS AD ALSO AVAILABLE IN 6-COL. SIZE. ORDER MAT 602 (6 Cols. x 135 Lines—810 Lines—58 Inches)

GIANT CUTOUT FOR LOBBY,
COUNTERS AND WINDOWS

For lobby display and as an aid in music and merchandise tieups and window displays. The 30 x 40 is especially adaptable for music counter displays. (See music promotion page 3).

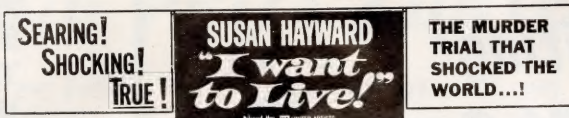
PRICES:

BLACK & WHITE	IN COLOR
30 x 40 \$3.50	30 x 40 \$ 7.00
40 x 60 9.00	40 x 60 12.00

Order Direct from.

Ideal Photographic Corp., 160 W. 46 St., N. Y.

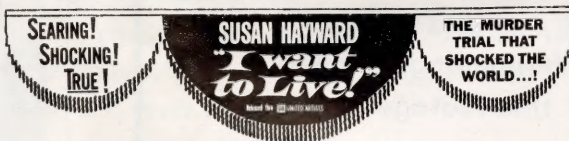
COLORFUL BANNERS AND BADGE



SPECIAL 3-PIECE STREAMER

15 feet long . . . in 3 separate pieces strung together. Use under marquee or as lobby wall streamer.

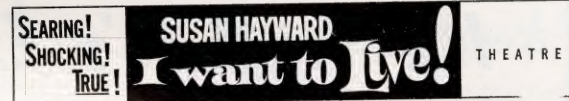
Complete streamer . . . \$12.50



DELUXE SECTIONAL VALANCE

Made of fluorescent satin with shimmering lettering and flowing fringes. Use in inner lobby in advance and under marquee during run.

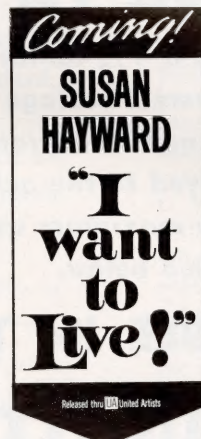
Order any length you need at \$1.50 per running foot. Minimum order 12 feet.



AUTO BUMPER STRIP

Make every car, cab and truck a roving billboard. Made of fluorescent satin, 26" x 4" in size.

Each . . . \$1.00; minimum order, 15 strip.



USHERS BADGE

For your staff to wear at least two weeks in advance. Actual size 9" long.

Only 40c each.

Order from:
NATIONAL FLAG & DISPLAY COMPANY
43 West 21st Street, New York, 10, N. Y.
Telephone ORegon 5-5230

In Canada, Represented by:
THEATRE POSTER SERVICE
227 Victoria Street, Toronto, Ontario, Canada

Here's How To Make The Title Work For You

The title "I Want To Live!" is a good basis for merchandising tieups and window displays. Use it in these ways:

INSURANCE AGENTS

1. Suggest to local Insurance Agency that they adapt the following copy to their window displays, advertising, etc.:

"I WANT TO LIVE"—but I know that my family will be protected with Life Insurance when I'm gone!

HOME BUILDERS—REAL ESTATE

2. Using still IWTL-189 showing Susan Hayward in a card game, work with local real estate and home builders to display this still with the following catchline in windows:

"Don't gamble with your home dollar . . . when your family says 'I Want To Live' in the suburbs come to (name of firm)."

RETAIL FLORISTS

3. Suggest that they dress their windows with scene stills from the picture together with your theatre credits and the following copy:

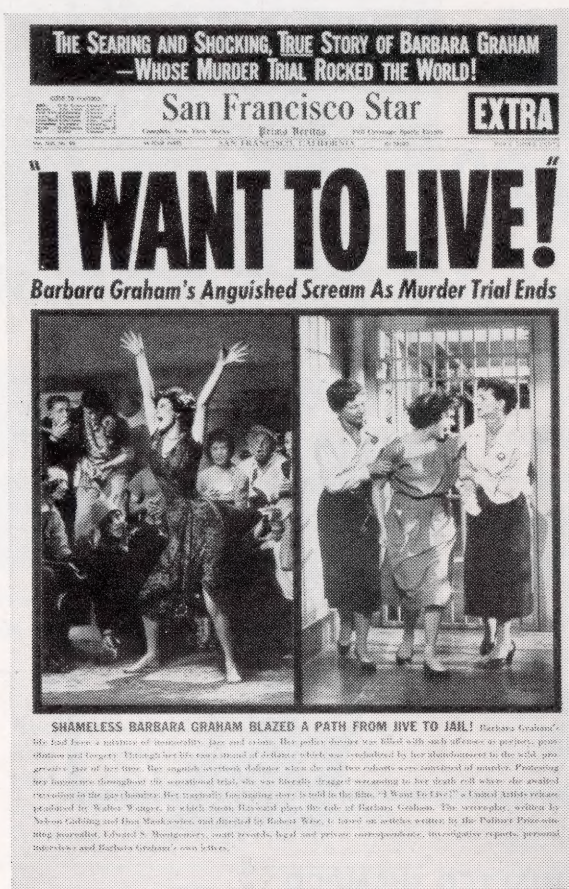
"When your best girl says 'I Want To Live' send her flowers then take her to see 'I WANT TO LIVE' at the . . . Theatre."

4. Work with local restaurants to admit them to a showing of the picture as guests in return for their placing table tents on each table in their restaurants carrying your picture and theatre credits.

PARK SIGNS

Suggest to park policeman that they post notices on grassy plots and near flower beds with this copy:

"I WANT TO LIVE" so please don't step on me! See "I WANT TO LIVE!" at the Bijou.



COVER: 11 x 17

PRICES:

UNIMPRINTED HERALDS
\$6.00 per M

IMPRINTED HERALDS

1000	\$10.00
2000	17.25
3000	24.50
4000	31.75
Each additional M....	7.25

On imprinted orders of 4000 or less there will be a folding charge of \$1.25 per 1000. Folding on 5000 or more, no additional charge.

All prices quoted are F.O.B. Cato, N. Y.: Check or money order must accompany order. Please advise how to ship; if shipped parcel post, charges will be billed separately.

TABLOID PACKS REAL "EXTRA!" SOCK

Distribute this "flash" extra everywhere by hand on the street, in your lobby and through merchants' tieups. Use blank space on back page for merchants' ads to help defray cost.



INSIDE SPREAD: 22 x 17

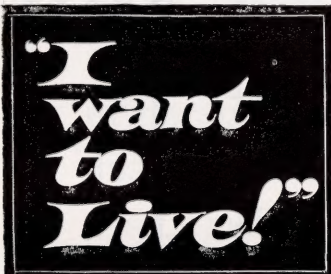
Order directly from:

CATO SHOW PRINTING CO., CATO, N. Y. Tel. TRemont 8-0861

The fevered life and tormented times of Barbara Graham... and every hunger, shame, word... is true!



SUSAN HAYWARD



Released thru UNITED ARTISTS

The music from the sound track is available on United Artists Records at all record shops.

T H E A T R E

1 Col. x 98 Lines (7 Inches)
Mat 104

The fevered life and tormented times of Barbara Graham... and every hunger, shame, word... is true!



THE MURDER TRIAL THAT SHOCKED THE WORLD...!

PULITZER PRIZE-WINNING REPORTER TALKS:

"This was the most baffling case I ever covered. At first, I felt convinced that Barbara Graham was guilty of murder...but now, new facts and evidence have created in my mind a reasonable doubt!"

-Ed Montgomery
San Francisco Examiner



FIGARO, INC. presents

SUSAN HAYWARD

"I want to Live!"



Original Jazz Score by JOHN MANDEL - As Played by Gerry Mulligan, Shelly Manne, Art Farmer, Bud Shank, Red Mitchell and An All-Star Jazz Orchestra

with Simon Oakland-Virginia Vincent-Theodore Bikel-Wesley Lau - Screen Play by NELSON GIDDING and DON MANKIEWICZ Directed by ROBERT WISE Produced by WALTER WANGER Released thru UNITED ARTISTS

The music from the sound track is available on United Artists Records at all record shops.

T H E A T R E

4 Cols. x 130 Lines—520 Lines (37 Inches)

Mat 402

TV & Radio Aids Keep The Air Humming!

TELOP & SLIDE FOR TV SPOTS



STYLE "A"



STYLE "B"

This visual announcement for 20-second spot comes in two forms: 1. a glass slide. 2. a "telop" print. Check with TV station for form they prefer before ordering. Style "A" is to be used for regular 20-second announcement. Style "B" is to be used only for station break announcement. Call letters will be included at no extra charge.

PRICES:

\$5.00 without theatre imprints.
\$7.50 with theatre imprint
\$2.00 for each additional slide or telop.

NOTE: Theatre copy added locally can only be done on the telop print.

AUDIO:

Now see a great star in a memorable performance at the Bijou! See Susan Hayward in "I Want to Live!"... the true story of Barbara Graham whose murder trial shocked the world! See "I Want to Live!"—torn from a woman's body and soul. You will see and hear it all... the wild gang parties... the wail of jazz horns... the parade of men... the saddened nights... the jails... that's "I Want to Live!" now playing the Bijou!

In addition to the radio and TV material made available here, plan a series of discussion panels, interviews and comments by local air shows covering the content of the picture. Critics, theatre manager, lawyers, judges, district attorney... any or all of these will make good protagonists for the picture.

FREE! RADIO SPOTS

This double-faced platter contains three 1-minute spots, three 30-second spots, three 15-second station breaks on one side. Reverse side contains special women's spots. All have special sound effects and vocal attention-getters.

FREE! LOBBY SPOTS

Dramatic narration, special vocal and sound effects with music from the score integrated conspicuously. Use over your p.a. system in lobby and out front. Plays continuously on 78 rpm record-changer.

FREE! TV SPOT TRAILERS

Specially selected highlights from the picture in 16mm ready to run. There are two 10-second spots, two 20-second spots and a 1-minute spot, each a separate unit. All allow plenty of time for local tag ending on theatre slide.

FREE! 5-MINUTE STAR INTERVIEWS

Double-faced platter with interview with Walter Wanger on one side and interviews with Director Wise and Johnny Mandel on the other. Offer to disc jockeys, news commentators, Hollywood programs, etc.

Order only from:

QQ TITLE CARD CO., 247 West 46 St., New York, N.Y.

TV film or transcriptions will be shipped FREE while the supplies last. Write: Exploitation Dept., United Artists Corp., 729 Seventh Avenue, New York 19, N. Y.

TEASER ADS THAT SHOCK—AND SELL!

Either on or off the amusements page these provocative teasers are sure to create talk about your playdate. In addition to newspapers, enlarge these ads direct from here for posting throughout theatre weeks in advance of opening.



WAS THE LAW BLIND?

...when it brought beautiful B-Girl Barbara Graham to trial for a brutal murder! Many notables, including Pulitzer Prize winning reporter Ed Montgomery, say she was incapable of committing this crime. Others say elections were at stake—and a young mother's life meant nothing. They say that certain facts were overlooked during her trial—evidence that could have cast a reasonable doubt as to her guilt! Today, there are those who are trying to prevent her true life story from ever being revealed. Why?

See **Susan Hayward** in her acclaim-winning performance in **"I Want To Live!"**, the story of Barbara Graham, whose murder trial shocked the world.

2 Cols. x 105 Lines—210 Lines (15 Inches)

Mat 208



"THEY'LL ALL DIE VIOLENTLY! ALL THE LIARS!"

These were the words that tore from the throat of beautiful Barbara Graham as the judge branded her a brutal killer! Today there is evidence that justice may have erred! Today there are those who are trying to stop you from seeing this powerful and true story of a woman's anguish!

Susan Hayward in her acclaim-winning performance ...as Barbara Graham, whose murder trial shocked the world! **"I Want To Live!"**

2 Cols. x 120 Lines—240 Lines (17 Inches)

Mat 209

Why don't they stop

you'll want to shout ... when you see **SUSAN HAYWARD** in **"I WANT TO LIVE"**

2 Cols. x 53 Lines—106 Lines (8 Inches)

Mat 211

Also available in 3 Cols. x 80 Lines. Order MAT 305

How can it be true

your heart will cry out ... when you see **SUSAN HAYWARD** in **"I WANT TO LIVE"**

2 Cols. x 53 Lines—106 Lines (8 Inches)

Mat 213

Also available in 3 Cols. x 80 Lines. Order MAT 307

"HER PERSONAL INTEGRITY WAS COMPLETELY VIOLATED!"



"From the moment she was arrested, Barbara Graham had no

privacy...not even as much as an animal has in a cage. She never had a moment to think of herself as a human being. Justice was not violated in this case...justice was abandoned!"

—Al Matthews

Noted Criminal Attorney Who Carried Barbara Graham's Appeal to the Supreme Court

See **Susan Hayward** as Barbara Graham whose murder trial shocked the world!
"I Want To Live!"

2 Cols. x 126 Lines—252 Lines (18 Inches) Mat 210

How can it go on

your nerves will scream out...when you see **SUSAN HAYWARD** in "I WANT TO LIVE"

2 Cols. x 53 Lines—106 Lines (8 Inches) Mat 212

Also available in 3 Cols. x 80 Lines. Order MAT 306



Gerry Mulligan, Shelly Manne, Art Farmer, Red Mitchell, Frank Rosolino, Pete Jolly and Bud Shank—with a fabulous score by **Johnny Mandel** they jazz up a storm in **Susan Hayward's** greatest motion picture—

"I WANT TO LIVE!"

2 Cols. x 104 Lines—208 Lines (15 Inches)

GO WITH THE COMBO!

Reach the jazz fans with this special teaser ad. Place it on music/records page or reprint in quantity as a handbill or stuffer for distribution through record shops.

FIGARO, INC. presents

SUSAN HAYWARD

I want to Live!

Told torrid and true! The story of Barbara Graham—The lost but never lonely sinner who got the roughest deal life ever dealt!

Original Jazz Score by JOHNNY MANDEL - As Played by Gerry Mulligan, Shelly Manne, Art Farmer, Bud Shank, Red Mitchell and An All-Star Jazz Orchestra

Simon Oakland-Virginia Vincent-Theodore Bikel-Wesley Lau

Screen Play by NELSON GIDDING and DON MANKIEWICZ Directed by ROBERT WISE

Produced by WALTER WANGER Released thru UNITED ARTISTS

The music from the sound track is available on United Artists Records at all record shops.

T H E A T R E

3 Cols. x 75 Lines—225 Lines (16 Inches)

Mat 303

**ORDER ALL AD MATS FROM
 NATIONAL SCREEN EXCHANGE**

THE TRUE STORY—A SENSATIONAL ANGLE!

This picture proves that truth is not only stranger than fiction, but far more powerful! Here, on this page, you have extraordinary pulling-power in a series of dramatic photographic comparisons between the true story and the

movie story. It should attract many types who seldom go to the movies as well as the regular fan. Use it in the various ways suggested and give a great picture even greater box-office power!

FOLLOW THRU THESE WAYS FOR SMASH EXPLOITATION

• BALLOT BOX IN LOBBY . . .

Set up a ballot box in your lobby with an invitation to those who have seen the picture to vote "yes" or "no" on the question as to whether they think Barbara Graham was guilty of murder. Have ballots indicate whether the voter is male or female and post a daily running count next to the ballot box. Give daily figures to the press with photos of people casting their ballots.

• DISPLAY THE REAL PHOTOS & NEWS HEADLINES!

"I WANT TO LIVE"—THE SEARING, SHOCKING, TRUE STORY OF BARBARA GRAHAM—THE MURDER TRIAL THAT SHOCKED THE WORLD!" Let this headline dominate a display of photos of the actual Graham case and matching scenes from the picture. These stills are shown on this page. In addition there is an 8 x 10 photo (Still IWTL-EX-1) of a montage of real headlines about Barbara Graham which can be used in this display. All stills should be ordered by number from National Screen.

• SEE THE FREE TEASER TRAILER AND TV FEATURE ON PAGE 7!

• SEE THE HARD- HITTING HERALD ON PAGE 8!

• SCREEN THE FILM FOR LEGAL EXPERTS!

Invite top lawyers, judges, police officials, criminologists, women's club leaders and social workers to preview the film. Ask them to comment for publication. Select best comments for display use.

• WATCH THE REVIEWS!

The trade reviews have been overwhelming! Watch for local reviews for comments about the film's "true story" impact for use with the ideas outlined above.



Still IWTL-223—IWTL-222

BARBARA GRAHAM HOLDS HER BABY, Susan Hayward holds an infant (at right) and the two match-up photos show the devotion to accuracy of character representation carried out by Producer Walter Wanger for the film version of Barbara Graham's dramatic story, "I Want to Live!" Susan plays the role of the fourth woman to be executed in the gas chamber in the state of California.

Mat 3A



Still IWTL-221

FACE TO FACE: The actual Barbara Graham, whose dramatic life story is told in "I Want to Live!" is seen face to face with Susan Hayward in a composite photo. Miss Hayward's role based on the Barbara Graham character, reveals the critical attention to detail by Producer Walter Wanger in recreating Barbara Graham's story on the screen.

Mat 2A



Still IWTL-172

ACTOR MEETS REPORTER: Edward S. Montgomery (at right) Pulitzer Prize reporter whose articles in the San Francisco Examiner did so much to question the guilt or innocence of Barbara Graham, meets Simon Oakland (left) who plays his role in the film version of the Barbara Graham story, "I Want to Live!"

Mat 2D



80-125-
Name.....
Box No..... San Quentin, Calif.
Date, June 2, 1952
Dear Mr. Montgomery
There isn't much I can say with words, they
always fail me when most needed, but please know, that
with all my heart I have appreciated every thing you
have done for me.
Sincerely,
Barbara Graham.

Still IWTL-161

Mat 2E

FRIEND OR FOE? When Barbara Graham, played by Susan Hayward in "I Want to Live!," went on trial, Edward S. Montgomery of the San Francisco Examiner was one of the reporters who ripped her to shreds in his stories. Later he completely changed his mind and did everything he could to save her life. That she appreciated this is shown in this actual note which she sent to Montgomery shortly before she died in the gas chamber. The letter reads: "Dear Mr. Montgomery, There isn't much I can say with words, they always fail me when most needed, but please know, that with all my heart I have appreciated every thing you have done for me. Sincerely, Barbara Graham."

[NOTE: These stills and mats may be used as suggested layout shown here, or they may be ordered individually and used separately. Order by number from National Screen.]

"I WANT TO LIVE!"

Barbara Graham's Last Scream From Gas Chamber



MAT ►
501
5 Cols. x
195 Lines—
975 Lines
(70 Inches)

Just Before Death. Exclusive photo shows Susan Hayward as convicted murderess Barbara Graham just before gas pellets exploded in chamber.

SUSAN HAYWARD "I want to Live!"

Presented by FIGARO, INC.

Simon Oakland-Virginia Vincent-Theodore Bikel-Wesley Lau-Original Jazz Score by JOHN MANDEL-As Played by Gerry Mulligan, Shelly Manne, Art Farmer, Bud Shank, Red Mitchell and An All-Star Jazz Orchestra
Screen Play by NELSON GIDDING and DON MANKIEWICZ Directed by ROBERT WISE Produced by WALTER WANGER Released thru UNITED ARTISTS

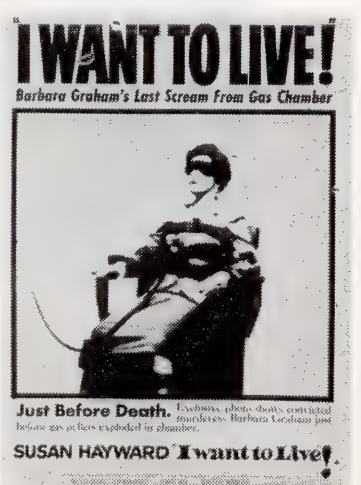
AN IMPORTANT NOTICE ABOUT THIS SHOCK-SELL!

The shock impact of this ad approach can be extremely effective . . . BUT—HANDLE WITH CARE! This element of your merchandising is addressed only to the thrill-seekers. If there is a newspaper in your town which reaches this audience—use this ad by all means! Post the 1-sheet only where you *know* it will attract the sensation-loving patron. Its presence in your lobby depends on your own judgement of your own audience.

TEASER 1-SHEET

A terrific poster printed in black with just the screaming headlines and title in brilliant red.

This same art is also available as 40 x 60 and 30 x 40 lobby display specialties from National Screen locally.



Summary

This is a story of a B-Girl, Barbara Graham, and the paradox that was her life. It is also the story of one of the most sensational trials in the history of the state of California where Barbara was tried (and later executed) for murder. Susan Hayward appears as the adult delinquent Barbara Graham, a role that is in the tradition of her characterizations in "Smash Up," "My Foolish Heart" and "I'll Cry Tomorrow." The screenplay draws heavily on material gathered by Pulitzer Prize winning journalist Edward S. Montgomery, court reports and Barbara Graham's own letters. Walter Wanger produced the film and Robert Wise directed. For the first time, jazz is utilized as the musical background for an entire film, not to express a few key moods. The score was composed and conducted by Johnny Mandel and played by a group of the nation's top progressive jazz men headed by Gerry Mulligan.

The Story

(Not for Publication)

The beautiful, amoral Barbara Graham (SUSAN HAYWARD) comes to San Francisco's tenderloin district where the upbeat of modern jazz sets the tone for violence and excitement. Barbara has worked every racket and played every angle from perjury to prostitution.

After a prison term, Barbara shills for an unsavory pair of gamblers, Emmet Perkins (PHILLIP COOLIDGE) and Jack Santo (LOU KRUGMAN). Finally, Barbara feels she can afford to go straight—and marries one of Perkin's cohorts—a handsome young bartender named Henry Graham (WESLEY LAU) with a single weakness—dope.

A child is born—but within weeks, the marriage is on the rocks. Desperate and broke, Barbara goes into hiding with Santo and Perkins.

Ominously, the San Francisco police tail Barbara on her way to the hideout. In a brutal questioning session at a San Francisco precinct, it develops that Barbara, Santo and Perkins have been picked up on a murder rap. The police are convinced that the trio, plus Bruce King (James Philbrook) brutally murdered an elderly widow, Mabel Monahan, in her home a few weeks earlier.

The case against Barbara deepens. Bruce King turns state's evidence and names Barbara as the actual killer. Her own alibi can only be verified by her son (6 months old) and her dope-addict husband. In despair, she agrees to "buy" an alibi from a friend of her cell-mate.

Suddenly, her "alibi" appears on the stand, as a witness for the prosecution. The alibi was an elaborate police trick—and the "friend" was a police officer. The policeman testifies that Barbara admitted to him that she was at the scene of the crime.

After five and one half hours of deliberation, the jury returns the verdict—"Guilty as charged."

Outside the courtroom, Barbara is interviewed by Ed Montgomery (SIMON OAKLAND) the reporter who has led the smear campaign against the "titian-haired murderess."

Interviewed by the renowned psychologist, Carl Palmberg (THEODORE BIKEL), Barbara is diagnosed as utterly amoral and anti-social—but Palmberg is convinced that she cannot kill. The psychologist rallies the forces to her defense—even reporter Montgomery changes his mind and joins the campaign to free Barbara Graham.

All appeals for clemency and legal maneuvers fail and the execution date is set for the third and final time.

At 32, Barbara Graham is dead.

RUNNING TIME: 120 MINUTES

Cast

Barbara Graham.....Susan Hayward
Ed Montgomery.....Simon Oakland
Peg Virginia Vincent
Carl Palmberg.....Theodore Bikel
Henry Graham Wesley Lau
Emmett Perkins....Philip Coolidge
Jack Santo Lou Krugman
Bruce King.....James Philbrook
District Attorney
Bartlett Robinson
Richard G. Tibrow.....Gage Clark
Al Matthews.....Joe De Santis
Father Devers.....John Marley
San Quentin Warden
Raymond Bailey
San Quentin Nurse.....Alice Backes
San Quentin Matron
Gertrude Flynn
San Quentin Sergeant
Russell Thorson
San Quentin Captain.....Dabbs Greer
Sergeant Stafford Repp
Lieutenant Gavin MacLeod

Production Staff

Produced by.....Walter Wanger
Directed by.....Robert Wise
Screenplay by { Nelson Gidding
Don Mankiewicz
From newspaper articles by Ed
Montgomery and letters of Bar-
bara Graham.
Music composed and
conducted by.....John Mandel
Jazz Combo.....Gerry Mulligan,
Shelly Manne, Red Mitchell,
Art Farmer, Frank Rosolino,
Pete Jolly, Bud Shank
Settings by.....Edward Haworth
Edited by Wm. Hornbeck, A.C.E.
Cinematographer
Lionel Lindon, A.S.C.
Prod. Mgr.....Forrest E. Johnston
Assistant Director.....George Vieira
Sound Mixer Fred Lau
Set Decorator.....Victor Gangelin
Costumers..... { Wes Jeffries
Angela Alexander
Makeup..... { Tom Tuttle
Jack Stone
Hair Stylists { Emmy Eckhardt
Lillian Hokom Ugrin



Still IWTL—Art 7

Mat 2H

A love tryst with a stranger (Charles Gray) in a cheap hotel room is part of the sordid background of Barbara Graham, whose sensational life, trial and execution for murder is told in "I Want to Live!" United Artists release opening at the Theatre. Susan Hayward is cast in the role of Barbara Graham.



Still IWTL—Art 12

Mat 3D

Life of the party Barbara Graham, as played by Susan Hayward, lives it up during her B-girl, prostituting days in the San Francisco tenderloin district. "I Want to Live!," which tells the dramatic story of Barbara Graham's trial and execution, will open at the Theatre through United Artists release.

'I Want To Live!' Recreates Sensational Murder Case of Barbara Graham

(General Advance)

"I Want to Live!" Figaro Inc.'s film version of one of the most controversial murder cases in the annals of California crime, will be the next attraction at the Theatre with Susan Hayward starred in a role based on the character of Barbara Graham. A United Artists release, "I Want to Live!" was produced by Walter Wanger and directed by Robert Wise from a screenplay by Nelson Gidding and Don Mankiewicz.

The screenplay is based on original material gathered by Edward S. Montgomery, Pulitzer Prize-winning reporter of the San Francisco Examiner, who covered the case from the time of Mrs. Graham's arrest in Lynwood, Calif., May 3, 1953, to the moment of her execution at the age of 32 in the San Quentin gas chamber, June 3, 1955. Montgomery, portrayed in the film by Simon Oakland, was originally convinced of her guilt, but later following death house interviews with the condemned woman, and with psychologist, Carl Palmberg, he strongly believed she had been the victim of a glaring miscarriage of justice. Palmberg is portrayed by Theodore Bikel.

Barbara Graham already had a prison record for perjury and prostitution when she was arrested with ex-convicts Emmet Perkins and Jack Santo, portrayed respectively by Philip Coolidge and Lou Krugman, for the murder of Mrs. Mabel Monahan, an aged widow.

Although she maintained her innocence, the jury found her guilty on the evidence of another ex-convict (James Philbrook) picked up at the scene of the crime who had turned state's evidence. Another damaging piece of evidence was supplied by a police officer who had tricked Barbara into believing he was an underworld character who could supply her with an airtight alibi. A tape recording of their conversation fatal to her case was introduced into the record. After she had been convicted, Montgomery and her lawyer led an unsuccessful fight to save Barbara Graham from the gas chamber.

In addition to featured players Oakland, Virginia Vincent, Bikel and Wesley Lau, the cast also includes jazz musicians Gerry Mulligan, Shelly Manne, Art Farmer, Bud Shank and Red Mitchell playing an original jazz score by John Mandel.

Producer Wanger Susan Takes Long On 'I Want To Live!' Time A-Dying

(Production Feature)

The guilt or innocence of Barbara Graham, executed in the San Quentin gas chamber, June 3, 1955, for the murder of Mrs. Mabel Monahan of Burbank, Calif., is still being debated. But to Walter Wanger, producer of the Barbara Graham story, "I Want to Live!" which opens at the Theatre through United Artists release, it is not important whether the screen prove her guilt or innocence. He says:

"Our aim was to make a memorable motion picture, drawn from factual sources — the trial transcript, the letters of Barbara Graham, the research of Ed Montgomery, Pulitzer Prize-winning reporter of the San Francisco Examiner, the headlines of the day, the editorials which followed. When Nelson Gidding and Don Mankiewicz started their screen play, I told them to go all out—hold back nothing.

"You may recall that twice, on her way to the gas chamber, Barbara Graham was called back to her death cell, with momentary stays of execution which buoyed her hopes for life, only to dash them when each stay was rescinded. 'Why do they torture me this way?' she finally cried in anguish.

"This is a true, a gripping story, of a woman who could consort with known murderers, who had been convicted of perjury, of prostitution, of passing bad checks, of shilling for a gambling house, yet who was also a devoted mother.

"The torture Barbara Graham underwent in those final hours on Death Row was, of course, unforgivable. The people who see our film will have to make up their own minds as to whether Barbara Graham was wrongfully convicted and executed."

(Special Feature)

Sometimes it takes a long time to execute a person for the movies—especially if you do it right.

On June 3, 1955, adult delinquent Barbara Graham was put to death in San Quentin. Actually, the execution took place between 11:30 and 11:45 a.m., the entire event occupying only 15 minutes.

Yet in "I Want to Live!" the United Artists release opening at the Theatre, based on her life, with Susan Hayward as Mrs. Graham, the process took several days.

There are a number of reasons for the long movie version. Barbara Graham had two delays of execution. On both occasions she was taken to the gas chamber, only to be dragged, semi-conscious, back to her death cell.

With time out for close-ups, reverse shots, lighting and make-up problems and each phase of the experience requiring change of camera positions, the 15 minutes became almost three days in the motion picture schedule.

'Lost Women' Roles

Susan Hayward, who ended a year's retirement from the screen to play the role of Barbara Graham, convicted murderess, in the Figaro production for United Artists "I Want to Live!," is known in Hollywood as the foremost exponent of the "lost woman" type of stellar role, as also evidenced in "Smash Up," "My Foolish Heart" and "I'll Cry Tomorrow," all of which won her Academy Award nominations.



Al Hirschfeld, noted cartoonist, gives his version of the complex character of Barbara Graham, adult delinquent, devotee of progressive jazz, who took her kicks where she could find them, and ended her life in California's gas chamber. Susan plays the role of Barbara Graham in "I Want to Live!" a film that tells the redhead's tragic tale. It will open at the Theatre through United Artists release.

Susan Hayward Tells How She 'Found' Graham Role

(Susan Hayward Feature)

How does a star who has been nominated four times for an Academy Award as best actress, but who has yet to win the golden Ocsar, go about finding a role which will finally turn the trick?

"In the first place," said Susan Hayward, the one star who answers to the foregoing description, "you may have to appear in plenty of 'turkeys' before you reach a point where you have any say-so about your parts. "Right of script approval" is the way that 'say-so' is described in contracts. And it takes a lot of blood, sweat and tears to reach that favored spot. By the time you get there, you undoubtedly know the sort of thing you do best, so you read and read and read, always looking for roles to fit your specialty."

According to Robert Wise, who directed Susan in her latest picture, "I Want to Live!," story of convicted murderess Barbara Graham, opening at the Theatre through United Artists release, Susan doesn't have a "specialty" as such. "She has the widest range of anyone I know," declared Wise. "She can do anything, from raucous slapstick to the most poignant kind of emotional drama."

The four pictures for which Miss Hayward had been nominated for the Academy Awards,— "Smash Up," "My Foolish Heart," "With a Song in My Heart" and "I'll Cry Tomorrow"—bears out a contention of hers—that she's at her best when she suffers. Was that why she chose the Barbara Graham role?, she was asked.

"I didn't really choose it in the sense that I was out scouting for a property in that key," she explained. "Walter Wanger produced 'Smash Up,' the film that won me my first Academy nomination. Two years ago he called me, full of excitement, to tell me about reading a 300-page outline on Barbara Graham's life by Ed Montgomery, Pulitzer Prize-winning reporter for the San Francisco Examiner.

"I read the outline and was fascinated by the contradictory traits of personality in the strangely controversial woman, who had an extraordinary effect on everyone she met. She was first a juvenile, then an adult delinquent, arrested on bad check charges, perjury, soliciting, and a flood of misdemeanors. But some-

where along the line she was a good wife and loving mother.

"I read her letters, often literate, sometimes profound. She loved poetry and music, both jazz and classical. None of this seemed to square with the picture drawn of her at the time of her trial. I studied the trial transcript. I began to wonder myself whether she was really guilty or innocent. In a word, I became so fascinated by the woman that I simply had to play her.

"She was not just another woman. She was a human being, with moments of passion, joy, humor and overpowering tragedy. All of these elements combine into what I consider a 'meaty' part."

Versatile Man

Theodore Bikel, who is featured as Palmberg, the psychologist who becomes convinced of the innocence of convicted murderess Barbara Graham (Susan Hayward) in the Figaro production for United Artists, "I Want to Live!" which opens at the Theatre, is one of Hollywood's most versatile talents. He has toured internationally as a guitarist and folk singer, was a co-founder of the Israel Chamber Theatre, has recorded many long-playing record albums operates a Hollywood night club, The Unicorn, is an expert on the recorder and also a virtuoso on the harmonica and the bamboo flute.

Cover Girl

Marion Donan, seen as Susan Hayward's blonde cellmate in the Figaro production for United Artists, "I Want to Live!" now at the Theatre, started her Hollywood career as a high fashion model, posing for magazine covers. In "I Want to Live!," her only wardrobe is a gray sack dress—prison style.

'I Want To Live!' Stirring, Unforgettable Picture

(Prepared Review)

There is no one who can see "I Want to Live!" the United Artists release which opened yesterday at the Theatre, and remain unmoved by the drama that unfolds. Whether it be that the picture is based on a true-to-life story, or that the performance of its star, Susan Hayward represents one of the screen's greatest interpretations, or the script and direction was top notch, or a little of all those things, "I Want to Live!" is a picture that will never die.

The story is that of Barbara Graham, her wild, unconformist way of life, her alleged crime, (murder of a woman as an accomplice of two hardened criminals) her controversial trial and her subsequent harrowing execution in California's gas chamber. Susan Hayward plays Barbara, a most demanding role, with singular depth and understanding. She performs a masterful

portrayal of a woman who could switch from arch cynicism and sarcasm one moment to a sentimental, loving, understanding mother, the next. As a matter of fact, all the characters, which are based upon real-life counterparts, come through with stark, graphic and powerful portrayals.

As jazz, the progressive jazz of the fifties, was part and parcel of Barbara's life, Producer Walter Wanger and Director Robert Wise incorporated jazz as it has never been used in a film before—it is an integral part of the picture. The original score was written by John Mandel and played by a combo consisting of Gerry Mulligan, Shelly Manne, Art Farmer, Bud Shank, Red Mitchell and Frank Rosolino.

The drama-packed script, based on the authentic records of the Barbara Graham case, was written by Nelson Gidding and Don Mankiewicz.

'I Want To Live!' Has Its Humorous Side Too

(Special Feature)

The story of a woman executed for murder needn't be all grim.

This is the opinion of Susan Hayward, Hollywood's champion "fallen woman" by virtue of heart-rending experiences in "Smash Up" and "I'll Cry Tomorrow." She now portrays adult delinquent Barbara Graham in "I Want to Live!," which opens at the Theatre.

"Because of the thoroughness which Nelson Gidding and Don Mankiewicz, writers of the screenplay, applied to researching 'I Want to Live!,' the story is highlighted with many flashes of humor," Miss Hayward said.

"Barbara Graham, guilty or not (and the camps are about equally divided on this) possessed an acrid, flashy if often bitter wit, and she knew how to use it," remarked Susan.

So, on screen, after serving a sentence for perjury, the jail captain releasing Barbara Graham rattles off a list of offenses charged to her. "While you're

adding up the score," Susan, as Barbara, says, "my mother was in prison before me. That oughta be worth extra points."

Accused of the murder of Mrs. Mabel Monahan, she protests she never knew the woman. "You know she's been murdered don't you?" "Sure," answers Susan as Barbara, "and so was Julius Caesar, but I didn't know him either."

While being booked at the county jail, she is asked who she wishes notified in case of death or serious illness.

"Marlon Brando," is her answer.

When she learns that her lawyer has been awarded only \$500 to defend her, she laughs. "That's not enough to investigate who's pinching soap at the 'Y.'"

In the Corona, Calif., Correctional Institution for Women, she prepares to don a sexy, black lace nightgown and is told by the matron it is too provocative. "Provocative!" she yells, "Nothing but dames here, not a man within miles (rattling the bars) . . . and I've got these for a chastity belt. Boy! Would I like someone to provoke right now . . ."

And the night before the execution: "Oh, Warden—I'd like to leave a call for 10 a.m."

Background

Robert Wise, who directed the Susan Hayward starrer, "I Want to Live!," Figaro production for United Artists opening at the Theatre, began his motion picture career as a film editor's assistant and worked in almost every branch of the production department before winning his directorial spurs.

Look Alikes

Veteran character actor Lou Krugman, who portrays notorious killer Jack Santo in the Figaro production for United Artists, "I Want to Live!," starring Susan Hayward and opening at the Theatre, resembles the original Santo so much that the only change made in his appearance when filming started, to achieve complete verisimilitude, was to trim his mustache slightly.



Still IWTL—216

Beautiful but bitter Barbara Graham, played by Susan Hayward, keeps her young son's toy tiger with her through all her troubles in "I Want to Live!," United Artists release opening at the Theatre. Her downward path from shill to prostitute to B-girl, winding up with a murder conviction, is shown with dramatic force.

Mat 2B

I want to Live!

Her scream bounced against the steel walls as they dragged a twisting raging Barbara Graham back to her cell!

They had just branded her a murderess—but this wasn't the only mark that life and her underworld "friends" had seared on her body. There were the marks of the petty crimes she committed—stains that all the police blotters in the country couldn't soak up.

And there were the scars you couldn't see. The scars that Barbara Graham, the party girl, carried in her heart...one for every man.

Barbara Graham's affairs...her mistakes...her trial...a thousand incidents defied the censor. Then a Pulitzer-Prize winning reporter, Ed Montgomery—who had led the pack howling for her conviction—uncovered startling evidence that shed doubt on her guilt...and her story became something more than it was—a story that will never die!

It took courage to bring Barbara Graham's real-life, real-shock story to the screen...and the producers of "I WANT TO LIVE!" did not compromise with reality in exposing life to film!

And to all this add the superb performance of Susan Hayward, who won Academy Award nominations for "Smash Up", "My Foolish Heart" and "I'll Cry Tomorrow". From the flesh and fire that was Barbara Graham...she has fashioned a portrayal that will burn itself into your memory.

Above all—this story was lifted body and soul from life...with no whitewash or watering down...and that is the hurricane force that makes this picture so different...so important...so great!



FIGARO, INC. presents

SUSAN HAYWARD

I want to Live

Original Jazz Score by JOHN MANDEL - As Played by Gerry Mulligan, Shelly Manne, Art Farmer, Bud Shank, Red Mitchell and An All-Star Jazz Orchestra

Simon Oakland-Virginia Vincent-Theodore Bikel-Wesley Lau - Screen Play by NELSON GIDDING and DON MANKIEWICZ

Directed by ROBERT WISE Produced by WALTER WANGER Released thru UA UNITED ARTISTS

T H E A T R E

The music from the sound track is available on United Artists Records at all record shops.

4 Cols. x 153 Lines—612 Lines (44 Inches)

Mat 403

Official Billing

Figaro, Inc.	25%
(size not required but equal to UA)	
Presents	
SUSAN HAYWARD	100%
"I WANT TO LIVE!"	100%
Simon Oakland Virginia Vincent Theodore Bikel Wesley Lau	
No advertising requirements	15%
Original Jazz Score by John Mandel	20%
As Played by Gerry Mulligan, Shelly Manne, Art Farmer	
Bud Shank, Red Mitchell	15%
and	
An All-Star Jazz Orchestra	
Screenplay by Nelson Gidding and Don Mankiewicz	35%
Directed by Robert Wise	35%
Produced by Walter Wanger	50%
Released thru United Artists	25%

Pulitzer Prize-Winner Ed Montgomery's Articles Inspired 'I Want To Live!'

(Ed Montgomery Feature)

Ed Montgomery, upon whose reportorial findings much of "I Want to Live!," the Susan Hayward starring picture, which opens at the Theatre through United Artists release, is based, is rated one of the best investigative journalists in America.

In May, 1951, he received a Pulitzer Prize for his reporting of Internal Revenue scandals. This was but one of several honors his investigative work has earned for him.

Largely because of his reportorial connection with the murder of Mrs. Mabel Monahan in 1953—for which Jack Santo, Emmett Perkins and Barbara Graham were convicted and executed—Montgomery wrote a long transcript of the case which came to the attention of veteran Hollywood producer Walter Wanger. It is this transcript upon which scenarists Nelson Gidding and Don Mankiewicz based the screenplay of "I Want to Live!"

The film is a pictorial record of the adult delinquent, Barbara Graham, tracing her checkered and shook-up career from San Francisco B-girl to the San Quentin gas chamber as a convicted murderess—a conviction which Montgomery today does not believe was justified.

Montgomery served with the Marines from 1942 to 1945, then joined the staff of the San Francisco Chronicle. In October, 1945 he switched to the San Francisco Examiner where he has remained ever since.

He started building nationwide reputation as an investigative reporter by uncovering scandals with the Office of Price Information. In the spring of 1950 he started an investigation of the Department of Internal Revenue. After seven months of digging, he named five people, all of whom were tried and convicted. They included two underworld figures, two high ranking officials and an ex-con go-between.

Montgomery also helped send to San Quentin the convicted blackmailer and extortionist Harry Tarantino. It was Montgomery, too, who found the body of a 14-year-old girl murdered by the 27-year old Burton Abbott.

Mild-mannered and popular Ed Montgomery has twice been president of the San Francisco Press Club. He is married to the former Helene Per Lee, and has three children.

Susan Wins Fame For 'Real Life' Parts

Susan Hayward has become one of Hollywood's most persuasive portrayals of real life personalities. Her latest and most harrowing is her performance in "I Want to Live!" as Barbara Graham, the beautiful California "B" Girl who was executed for murder.

Susan, a flaming redhead with a blazing talent began her biographical march as the much maligned Rachel Jackson in "The President's Lady." She was later seen as singer Jane Froman in "With a Song in My Heart." As Lillian Roth in "I'll Cry Tomorrow" she received one of her four Academy Award nominations.

"I Want to Live!" is a Figaro, Inc., presentation for United Artists release, opens at the Theatre. Walter Wanger produced and Robert Wise directed the film.



Still IWTL—Art 16

Mat 2F

Susan Hayward, in a role based on the life of Barbara Graham, undergoes a grilling by the police when picked up on a murder charge. "I Want to Live!," a film based on the tragic story of Barbara Graham, will open at the Theatre through United Artists release.

Susan Hayward's Question: Who Was Barbara Graham?

(Barbara Graham Feature)

Susan Hayward studied an enlarged police-file photo of Barbara Graham, the woman convicted of murder and executed at San Quentin. This is the woman she portrays in the Figaro, Inc. film "I Want to Live!," which will open at the Theatre through United Artists release.

"What," she thought aloud, "was she really like?"

Before tackling the role, Susan went through police reports and newspaper accounts.

She had traced Barbara's life from the gin mills up and down the Pacific Coast, to her arrests on bad-check charges, perjury, soliciting and for a flood of misdemeanors.

"But I discovered, too, that Barbara, somewhere along the line, had been a good wife and a loving mother," noted Miss Hayward.

"If there was ever a paradoxical woman," she told Robert Wise, who directed the Walter Wanger production, "she was Barbara Graham. Paradoxical and baffling."

Together with Wise and scenarists Nelson Gidding and Don Mankiewicz, Miss Hayward poured over the letters Barbara Graham wrote from Corona, the Penal Institution for Women and San Quentin—letters that were

not only literate but profound. Letters that made it difficult to square her personality with the lurid and evil woman depicted in the newspaper accounts.

"In them she wrote of her innocence and faith in her ultimate acquittal," Susan reported "of her love for her son and the consolation she received from her religious faith."

"She wrote of her love of good writing (Hemingway, A. E. Houseman) and the music of Brahms and progressive jazz men Shelly Manne and Dave Brubeck. She wrote humorously and poignantly. This was no ordinary woman."

But returning to the photo of Barbara Graham, showing her manacled and being led into San Quentin's Death House, Susan Hayward reiterated the question that may never be answered.

"What was she really like?"

Interviews

One-hundred sixty-two ex-convicts were interviewed for technical details on a criminal's life inside a prison for jail sequences in "I Want to Live!," starring Susan Hayward and opening on at the Theatre through United Artists release. The shocking story of the life and death of Barbara Graham, a convicted murderess who died in the gas chamber in 1955, "I Want to Live!" also headlines Simon Oakland, Virginia Vincent, Theodore Bikel and Wesley Lau.

4th To Die

Only four women have been executed in the entire history of California penology. The most recent of these was the beautiful and paradoxical Barbara Graham, whose sensational and shocking story is told in "I Want to Live!," opening on at the Theatre through United Artists release. Susan Hayward stars in the role of Barbara Graham in "I Want to Live!" which also headlines Simon Oakland, Virginia Vincent, Theodore Bikel and Wesley Lau.



Still IWTL—107

Mat 1A

Propped up on her death cell bunk, Barbara Graham, as played by Susan Hayward, the brittle B-girl, convicted of murder, reads to pass the time. "I Want to Live!," a United Artists release, opens at the Theatre.

Curse or Prophecy, Barbara Graham Prediction Uncanny

(Special Feature)

During the last hours before she entered the gas chamber at San Quentin, Barbara Graham, condemned murderess, declares with quiet emphasis—

"They'll all die violently. All the liars. All the ones who want me dead." The picture based on her trial and execution "I Want to Live!" starring Susan Hayward, opens at the Theatre.

The words were spoken without heart or animosity. She seemed rather to prophesy than to invoke a curse.

Yet curse or prophecy the young woman's prediction has been grimly fulfilled!

To date six men actively concerned in the conviction of Barbara Graham for the brutal slaying of Mrs. Mabel Monahan in the latter's Burbank home on March 9, 1953, have died.

The first to go were Jack Santo and Emmet Perkins convicted as her accomplices.

Next to fall under the spell of the "curse" was John Lawson True, one of the gang implicated in the murder, who turned state's evidence.

Violent death came to True on the Mississippi River January 22, 1958. He was one of four men who perished when the 100-foot boat India Prince collided with a freighter.

The last of the "liars" to meet an untimely end was William Upshaw, crushed to death in a collision between his automobile and a bus near Indio, Cal.

It was Upshaw who detailed to police the inception of the plot that resulted in the Monahan murder.

One other of "the liars," Baxter Shorter, might be said to have fallen victim to the curse while

it was as yet unvoiced. He is assumed by the police to be dead—killed by Santo, Perkins and Barbara for giving detectives the information that led to their arrest.

As for those "who wanted me dead," well —

Superior Judge Charles W. Fricke who sentenced Barbara to death died of cancer.

District Attorney S. Ernest Roll, in charge of the investigation that led to Barbara's death in the gas chamber also succumbed to cancer.

And Warden Harlet O. Teets, of San Quentin, responsible for carrying out the court sentence, was the victim of a fatal heart attack.

In a little less than three years since Barbara Graham decreed "They'll all die violently. All the liars. All the ones who want me dead," all these have followed her to the other side of the grave.

Whether you believe in the power of a curse or not the events have given authority to Barbara's statement.

One may even wonder, at this late day, if equal significance can be attached to her last-hour assertion—

"I didn't kill Mabel Monahan!"

Together Again

Susan Hayward and Walter Wanger join forces for the sixth time as star and producer of "I Want to Live!," Figaro production for United Artists based on the life story of Barbara Graham, convicted of and executed for murder. The picture opens Theatre.

Susan and Wanger teamed previously on "Smash Up," which won her her first Academy Award nomination; "Canyon Passage," "Tap Roots," "Tulsa" and "Lost Moment."



Still IWTL—93

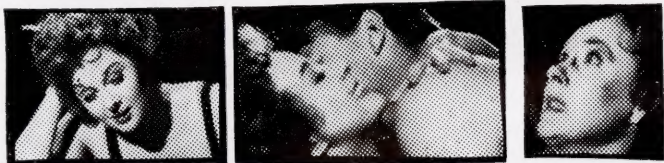
Mat 2J

"I'm not your maid," is Barbara's reply to surly Jack Santo and wily Emmet Perkins when they order her to fix dinner for them. Graham is portrayed by Susan Hayward, Santo by Lou Krugman and Perkins by Philip Coolidge in "I Want to Live!," a United Artists release opening at the Theatre.

SPECIAL MAT NO. 1

All on one mat at a special low price from National Screen.

THE SEARING, SHOCKING, TRUE STORY OF BARBARA GRAHAM
—WHOSE MURDER TRIAL ROCKED THE WORLD!



You will see and hear it all... the wild gang parties... the wail of the jazz horns... the parade of men... the saddened nights... the jails!

SUSAN
HAYWARD

**"I
want
to
Live!"**



with Simon Oakland-Virginia Vincent-Theodore Bikel-Wesley Lau
Screen Play by NELSON GIDDING and DON MANKIEWICZ Directed by ROBERT WISE
Produced by WALTER WANGER A FIGARO, INC. Presentation - Released thru UA UNITED ARTISTS
Original Jazz Score by JOHN MANDEL As Played by Gerry Mulligan, Shelly Manne, Art Farmer, Bud Shank, Red Mitchell and An All-Star Jazz Orchestra

T H E A T R E

2 Col. x 70 Lines—140 Lines (10 Inches)

Mat 203



Still IWTL-196

Mat 2C

Here is Susan Hayward as Barbara Graham, facing a group of newspaper reporters as she is led to her cell in "I Want To Live," the sensational true story of one of the most controversial murder trials on record. The picture, a United Artists release, opens at the Theatre.

**SUSAN
HAYWARD**

"I want to Live!"

Told torrid and true! The story of Barbara Graham—The lost but never lonely sinner who got the roughest deal life ever dealt!

THEATRE

Released thru UA United Artists

2 Col. x 49 Lines—98 Lines (7 Inches)

Mat 202



Still IWTL-77 Mat 1B
Susan Hayward as Barbara Graham shows how she began her life as a good-time-girl leading to the shocking true story of her trial for murder in "I Want To Live," a United Artists release opening at the Theatre.

**SUSAN
HAYWARD**

"I want to Live!"

THE MURDER TRIAL THAT SHOCKED THE WORLD!

Released thru UA UNITED ARTISTS

1 Col. x 28 Lines (2 Inches)

SUSAN HAYWARD

"I want to Live!"

THE MURDER TRIAL THAT SHOCKED THE WORLD!

Released thru UA UNITED ARTISTS

1 Col. x 14 Lines (1 Inch)

Both on Mat 101

The true story of Barbara Graham—whose murder trial shocked the world!

**SUSAN
HAYWARD**

**"I
want
to
Live!"**

Released thru UA UNITED ARTISTS

T H E A T R E

1 Col. x 70 Lines (5 Inches)
Mat 103

**SUSAN
HAYWARD**

"I want to Live!"

Told torrid and true! The story of Barbara Graham—The lost but never lonely sinner who got the roughest deal life ever dealt!

Released thru UA UNITED ARTISTS

THEATRE

1 Col. x 42 Lines (3 Inches)
Mat 102

SUSAN HAYWARD

in the true story of Barbara Graham—whose murder trial shocked the world!

"I want to Live!"

Released thru UA UNITED ARTISTS

THEATRE

2 Col. x 28 Lines—56 Lines (4 Inches)

SUSAN HAYWARD

in the true story of Barbara Graham—whose murder trial shocked the world!

"I want to Live!"

Released thru UA UNITED ARTISTS

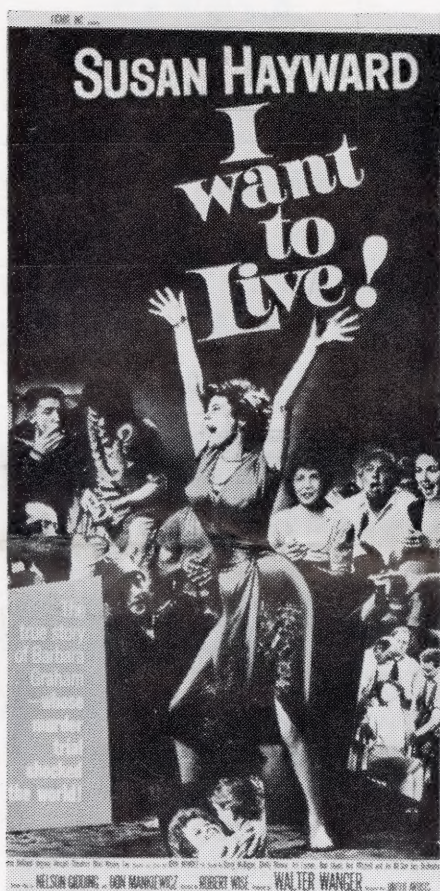
2 Col. x 14 Lines—28 Lines (2 Inches)

Both on Mat 201

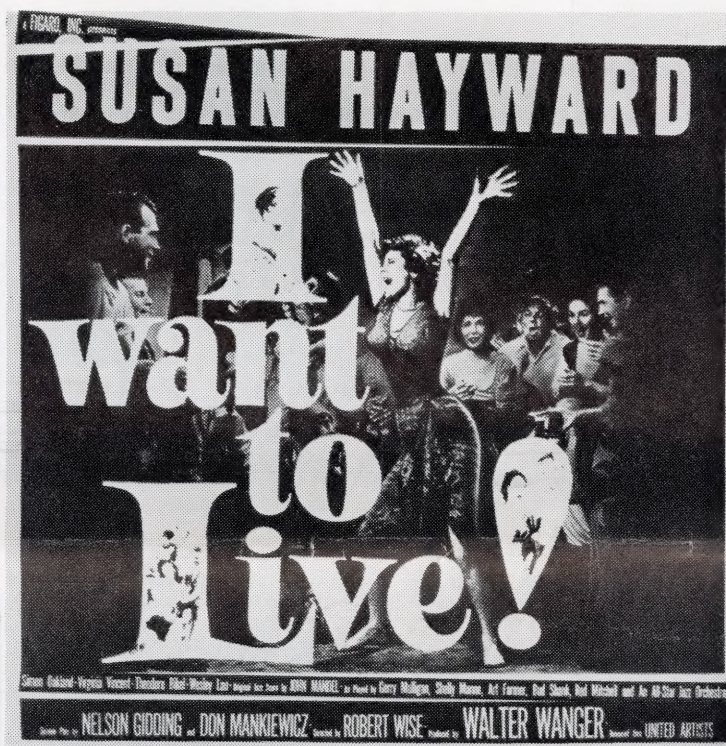
... POSTERS & LOBBIES



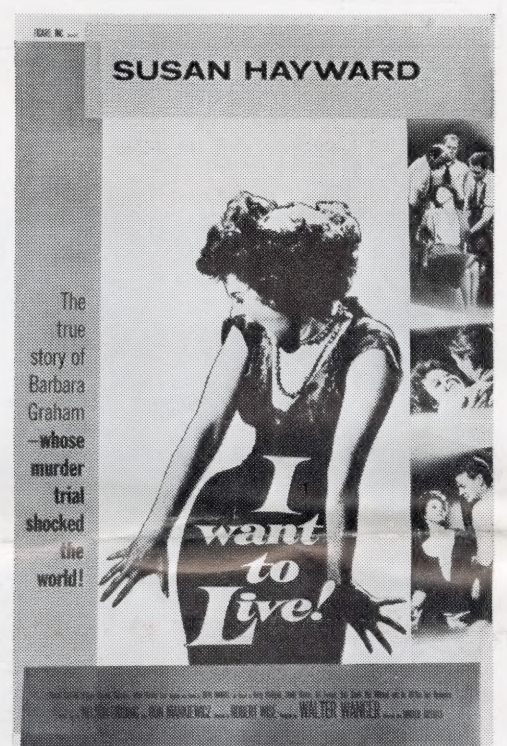
24-SHEET



3-SHEET



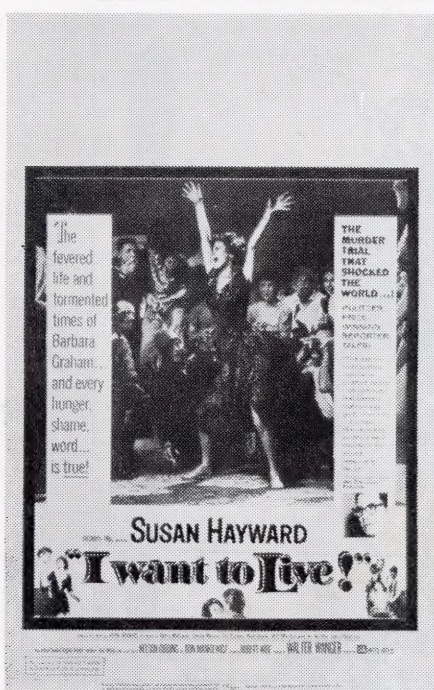
6-SHEET



REGULAR 1-SHEET



SET OF 2
22 x 28
LOBBY
CARDS



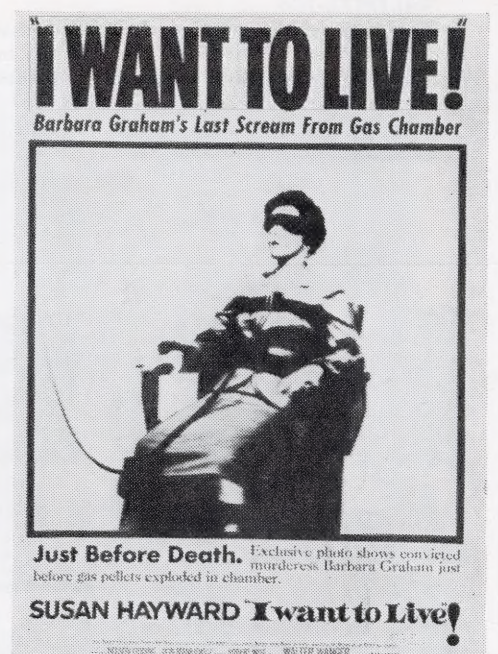
WINDOW CARD



14 x 36
INSERT CARD



SET OF 8—11 x 14 LOBBY CARD



TEASER 1-SHEET (see page 13)

**SENSATIONAL
TABLOID
HERALD!**

(See Page 8)

• ORDER ALL ITEMS FROM
NATIONAL SCREEN EXCHANGE

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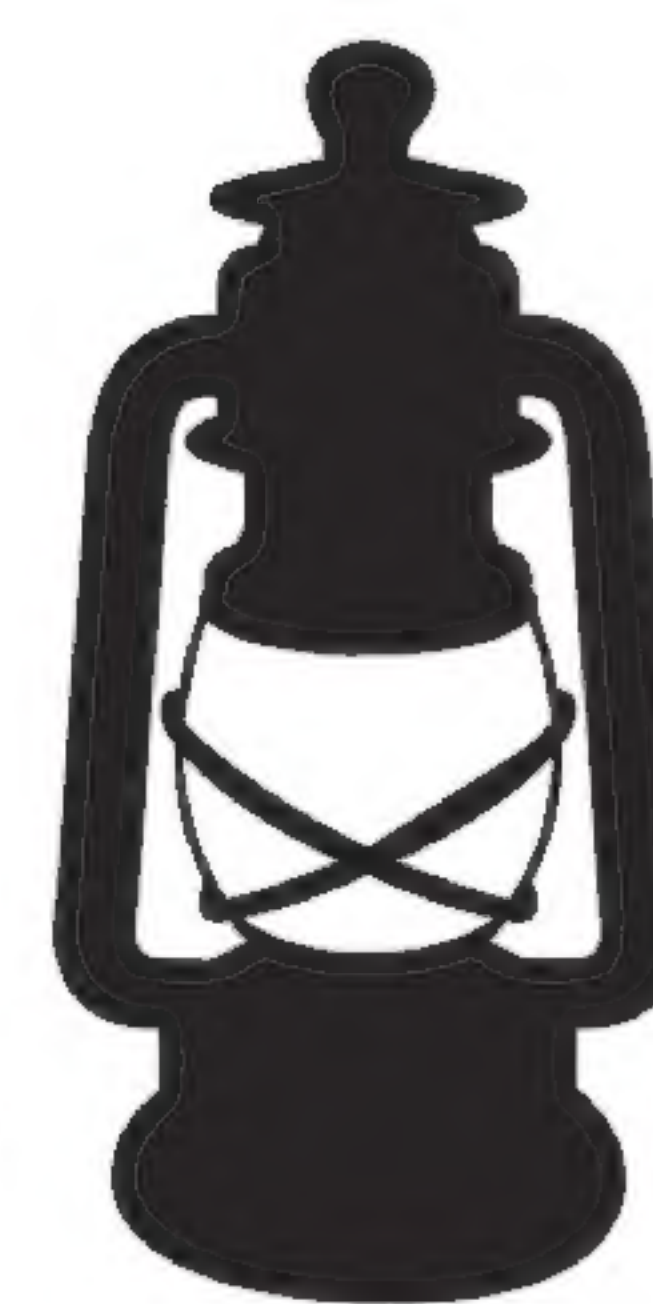


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